

# Identifying & Implementing Effective Prevention Strategies to Combat the Prescription Drug Epidemic

*Practical Approaches for your Community*

# Presenters



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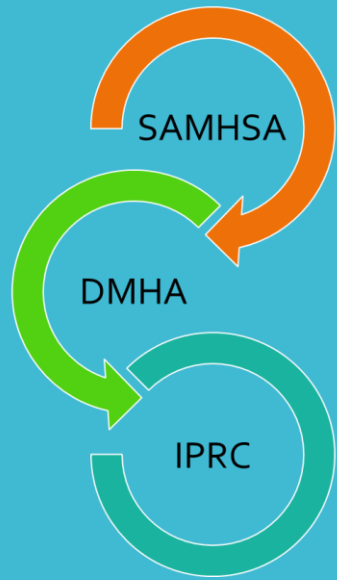


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DMHA and IPRC provide support to organizations, communities and individuals in the fields of prevention, behavioral health and related topics.



Data



Evaluation



Technical Assistance



Grant writing



Training & Professional Development



Evidence-based Models & Practices

# Prevention Science

*Research, data driven models and evidence-based practices .*

# Prevention, then and now

## Past

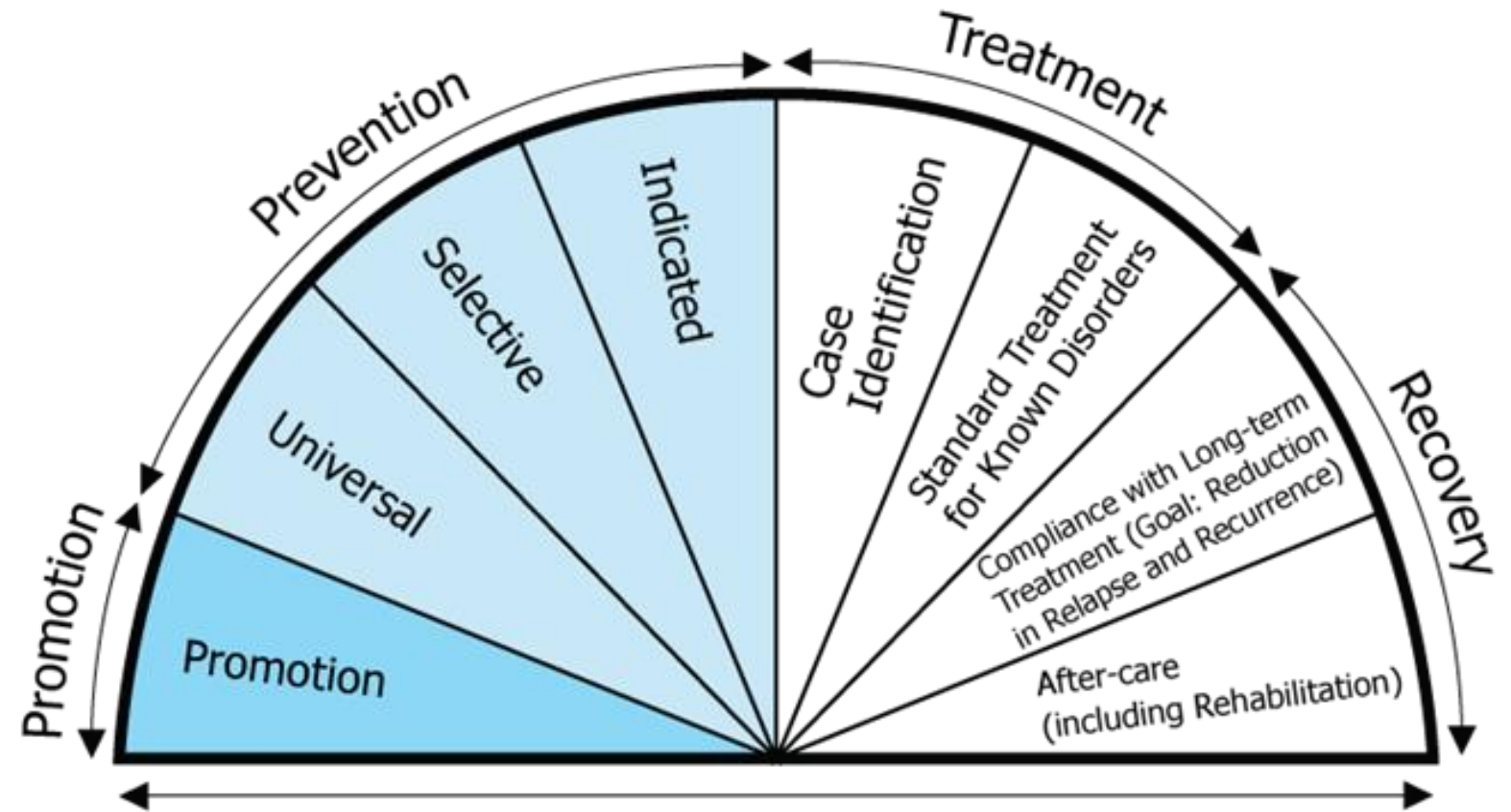
- Scare tactics
- Afterschool drug prevention programming
- Ages 10-14
- Curriculum

## Now

- Focus on lifespan
- Special populations
- Comprehensive strategies: programs and environmental



# Institute of Medicine Continuum of Care



- |           |   |  |
|-----------|---|--|
| Universal | → | broad approach, entire population        |
| Selective | → | target known risk by membership          |
| Indicated | → | have used, or actively using, substances |

# SAMHSA's Strategic Prevention Framework (SPF)



## Risk Factors

Family

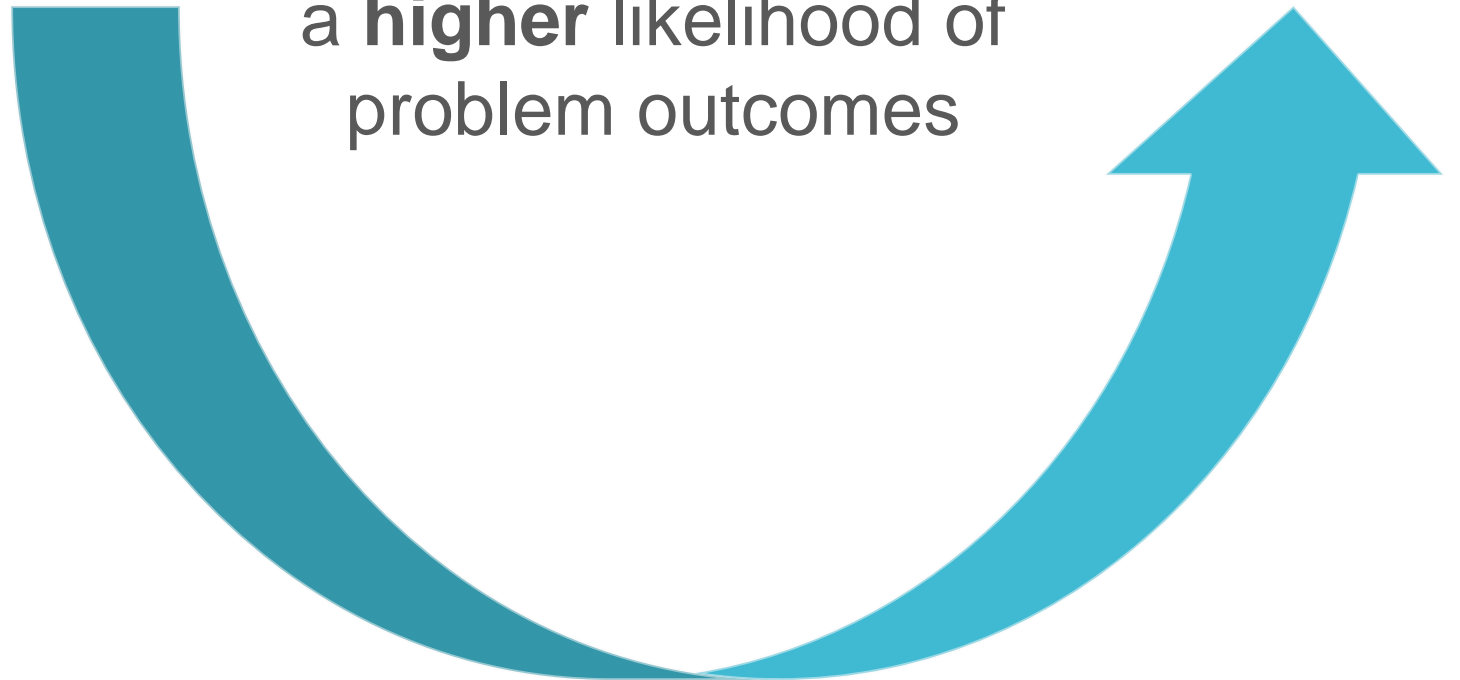
School

Domains

Community

Peer &  
Individual

A characteristic at the biological, psychological, family, community, or cultural level that *precedes* and is *associated with* a **higher** likelihood of problem outcomes





# Protective Factors


Family

School

**Domains**

Community

Peer &  
Individual



A characteristic  
at the individual, family  
or community level  
that is associated with  
a **lower likelihood** of  
problem outcomes

## Contributing factors



Laws and Ordinances

Community Norms

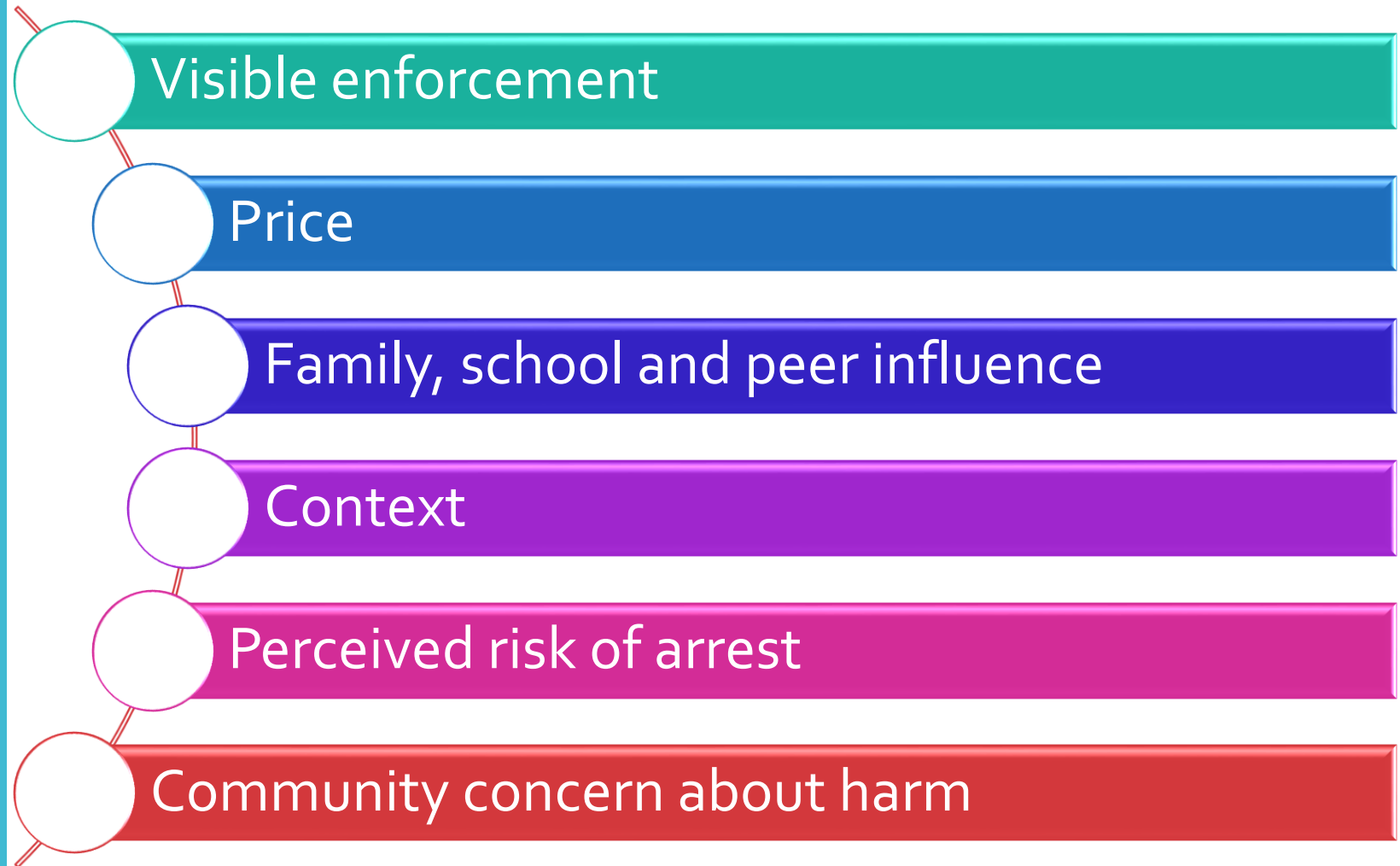
Promotion

Retail Availability

Use beliefs

Social Availability

## Contributing factors

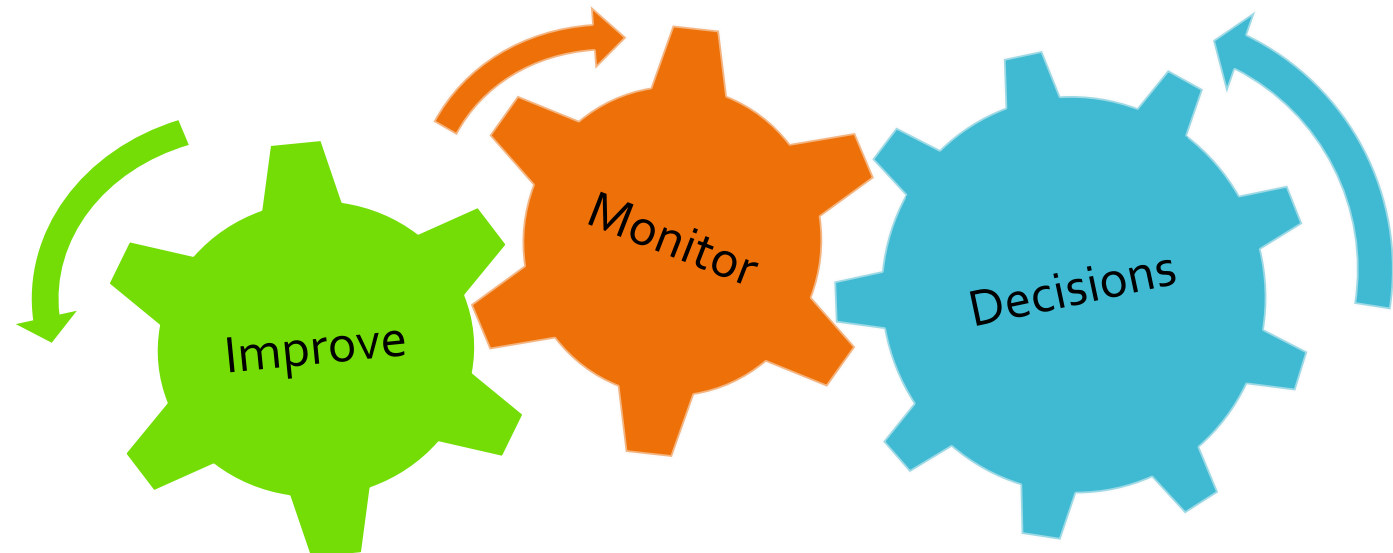


# Coalitions, Key Leaders, Mobilizers, Work Groups



# Outcomes Based Prevention

Use a Logic Model for  
Planning, Monitoring, Evaluating and Replanning



# CSAP Prevention Strategies

## Information Dissemination

- Awareness and knowledge

## Prevention Education

- Curriculum to improve skills, decision making and behavior.

## Alternative Activities

- Substance free activities to minimize likelihood of the behavior.

## Problem Identification and Referral

- Assesses if behavior can be reversed through education.

## Community-based Process

- Communities work together to organize, plan and collaborate.

## Environmental

- Change community standards to influence behavior.

# SAMHSA's Strategic Prevention Framework (SPF)



# Choosing Strategies

*Locating and using data, linking contributing factors to interventions, developing a logic model.*



## Note:

### *Prescription Drugs and Heroin*

- Still focusing on limiting access to Rx drugs so people do not turn to heroin.
- Heroin shares contributing factors with other illicit drugs
  - One separate contributing factors is the prior addiction to Rx drugs
- Rx drugs are unique

# Rx Drug Prevention: *Why so unique?*

## Research and Data

- Not as much prescription drug **data** available
  - Difficult to make data-driven decisions
    - *Will provide guidance where to find existing data/create new data sources*
- Not as much research done on prescription drug use **outcomes**
  - Many strategies available, but not specifically targeting Rx drugs

Rx Drug  
Prevention:  
*Why so unique?*

## Contributing Factors (Risk/Protective Factors)

- Shared contributing factors with other substances
  - Theoretical
- Certain **contributing factors have been found to be more salient** to prescription drugs
  - Availability
  - Perceptions
  - Attitudes
  - Diversion\*

# Choosing Strategies: *Steps to take*

**Step 1. Determine the problem**  
(Data-driven)

**Step 2. Determine contributing  
factor(s) to the problem** (Data-driven)

**Step 3. Determine appropriate  
strategy(ies)** (Proper Alignment)

## Step 1 & 2

# Data-driven Decision Making: *Where to find data*

- Indiana Youth Survey (INYS)
  - Use
  - Contributing Factors
  - State and National
- Indiana College Substance Use Survey (ICSUS)
  - Use
  - Contributing Factors
- State Epidemiological Outcomes Workgroup (SEOW) Annual Epi Report
  - INSPECT (County)
  - TEDS (County)
  - Arrest (County)
  - State/National
- **Local data sources**
  - Medical Examiner/Coroner
  - Law enforcement
  - Hospital
  - Health Department
  - Emergency Medical Services (EMTs, Fire Department)
  - Partnering agencies

Data-driven  
Decision  
Making: *Where  
to find data*

## Prescription Drug Use

**SEOW (INSPECT):** Prescription drugs dispensed (per capita/age group)

**INYS:** How many times in the last 30 days have you used prescription drugs not prescribed to you?

**ICSUS:** How many times in the last 30 days have you used prescription drugs not prescribed to you?

Data-driven  
Decision  
Making: *Where  
to find data*

## Availability

### Retail

**SEOW (INSPECT):**

Prescription drugs  
dispensed (per capita/age  
group)

**INYS:** During the past 30  
days, how did you usually  
get your prescription  
drugs? *It was prescribed to  
me*

### Social

**SEOW (INSPECT):** Prescription  
drugs dispensed (per capita/age  
group)

**INYS:** During the past 30 days,  
how did you usually get your  
prescription drugs? *Someone  
gave it to me, I got it from a  
family member, I stole it from a  
friend or family member*

**Local Law Enforcement:**

Number of take back events

Number of drop boxes

Data-driven  
Decision  
Making: *Where  
to find data*

# Perceptions and Attitudes

## INYS:

**Perceived risk of harm:** *How much do you think people risk harming themselves if they use prescription drugs not prescribed to them?*

**Peer/Parental favorable attitudes toward prescription drug use:** *how wrong do your friends/parents think it would be for you...use prescription drugs not prescribed to you?*

## ICSUS:

**Peer favorable attitudes toward prescription drug use:** *How do you think your close friends would feel about you using prescription drugs not prescribed to you?*



Data-driven  
Decision  
Making: *Where  
to find data*

# Diversion

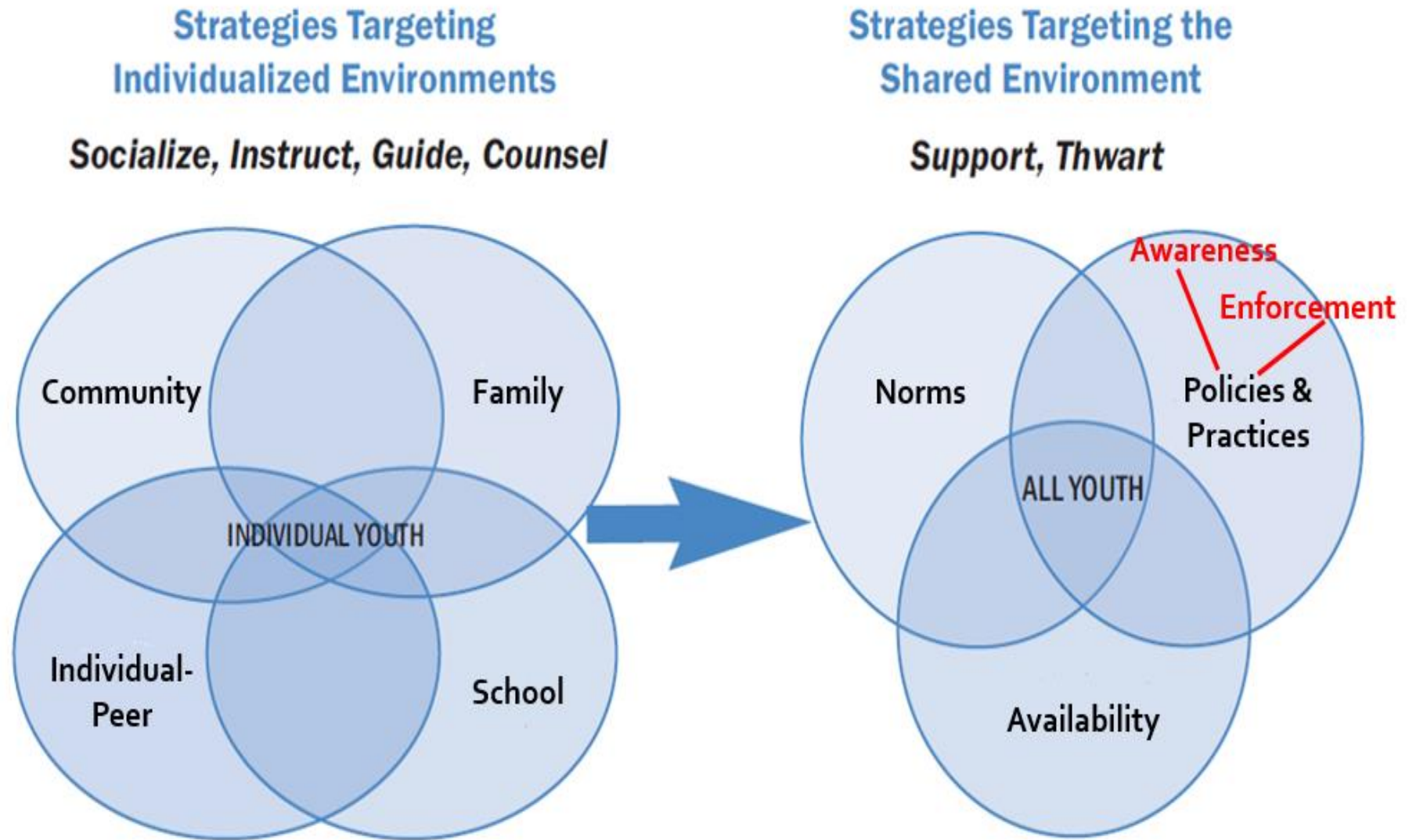
**INYS: During the past 30 days, how did you usually get your prescription drugs?** *I bought it from a friend, I bought it from a stranger*

**Arrests for possession and selling**

**Information on “pill mills”**

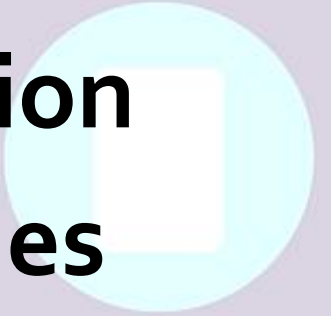
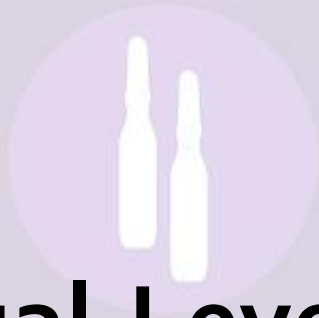
## Step 3

Types of  
approaches to  
strategy  
selection:  
*Individual versus  
Shared*



## Choosing Strategies

**Individual-Level Programs**  
**Information Dissemination**  
**Environmental Strategies**



## Choosing Strategies: *Individual- Level Programs*

- Serve groups of individuals
- Smaller impact
- One part of a comprehensive plan
- National Registries
  - [Find Youth Info](#)
  - [Blueprints](#)
  - [NREPP](#)

**Choosing  
Strategies:**  
*Individual-  
Level Examples*

- LEAD and SEED
- Wellness Initiative for Senior Education (WISE)
- Too Good for Drugs
- Theater Troupe

# Choosing Strategies: *Information Dissemination*



## **Raise awareness**

- Informing community that there is a problem

## **Education**

- Providing information about the problem

## **Specific information**

- Example: Where to find drop boxes

## **Change behavior**

- Targeting contributing factor(s) to change behavior and reduce Rx use

## Choosing Strategies: *Media campaigns*

### Locally grown

- Match to identified behavior and/or contributing factor(s) from data

### Existing

- Match to identified behavior and/or contributing factor(s) from data
- Can weave in local information
- Work with developers

### • State and National Campaigns



# Choosing Strategies: Media Campaigns in Indiana

What's Your Side Effect?  
Bitter Pill



**BitterPill.IN.gov**



## Choosing Strategies: *Environmental Strategies*

# Policies and Practices



Policy: Something that is formalized and enforceable



Practice: The way things are done  
(can be formalized)

# Rx Drugs Environmental Strategies: *Policies and Practices*

## Law enforcement

- Tracking Rx drug arrests
- Consequences
- Use of INSPECT



## Schools

- Tracking Rx drug arrests
- Consequences



## Providers

- Prescribing practices
- Use of INSPECT



# Choosing Strategies: *Overview*

## **Individual-Level Programs**

- Part of a larger strategic plan
- Make sure program is appropriate for chosen substance
  - Minimal availability for Rx drugs

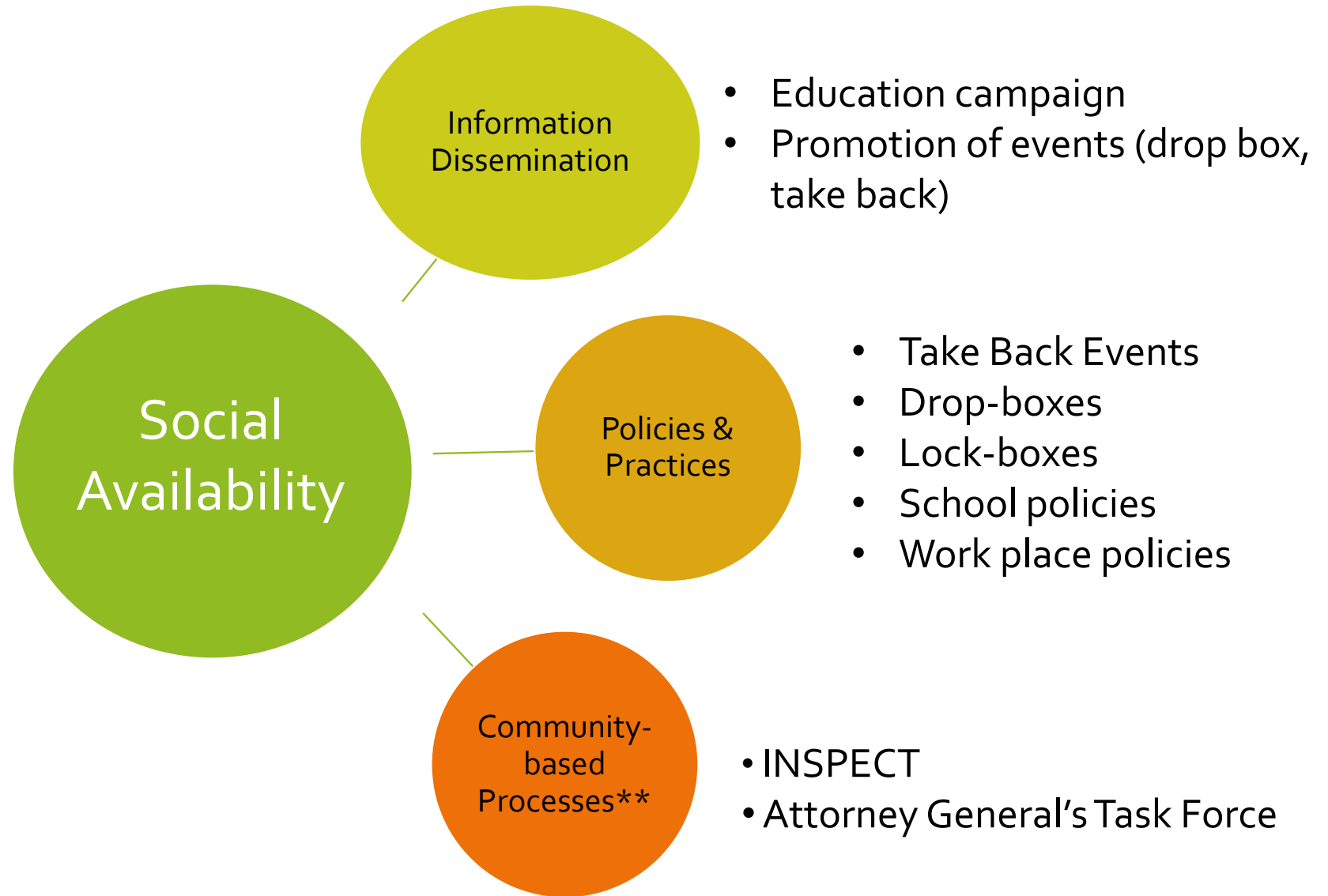
## **Information Dissemination**

- Part of a larger strategic plan
- Can have multiple components
  - Do not have to separate
  - Do not want too many campaigns

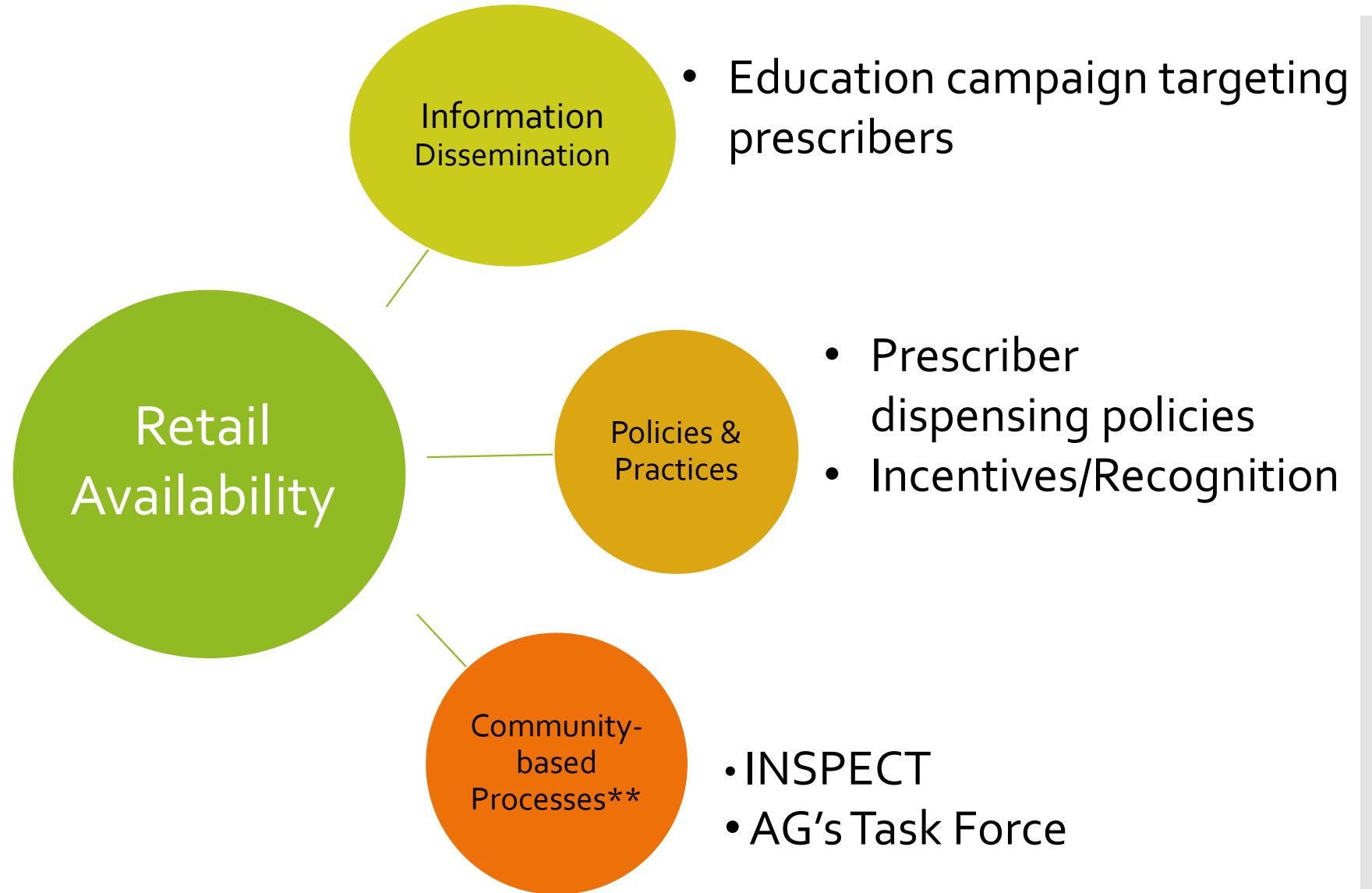
## **Environmental Strategies**

- Core of a successful strategic plan
- Can take a long time

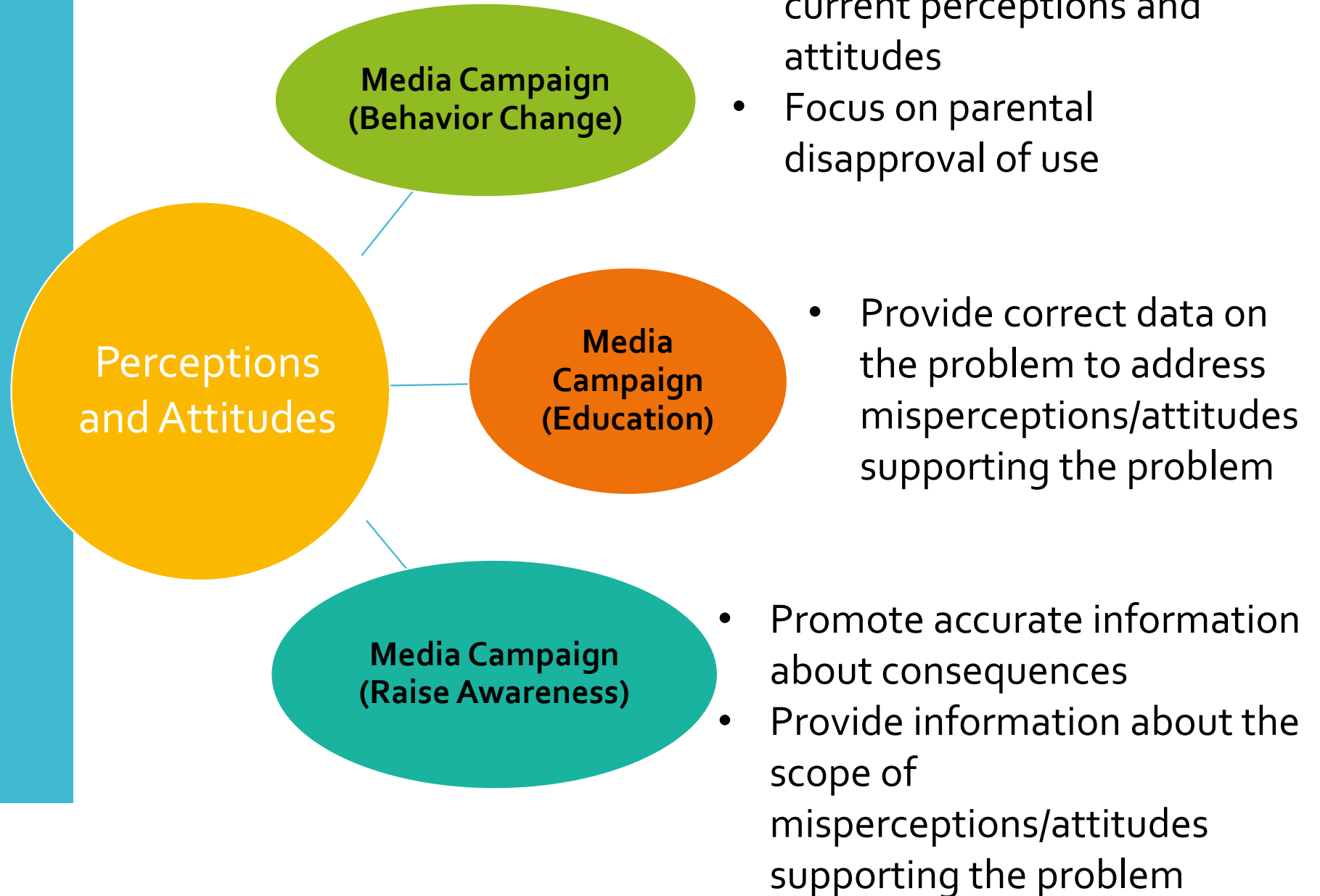
# Prescription Drug Strategies: *Making the Connection with Contributing Factors*



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# Prescription Drug Strategies

## Perceptions and Attitudes

### Individual Program: Parent/Family

- Focus on disapproval of use
- Clear communication of disapproval

### Individual Program: Attitudes favorable to use/Risk of harm

- Focus on Rx drug consequences
- Emphasize the risk of taking Rx drugs
- Focus on changing attitudes towards Rx drugs

# Prescription Drug Strategies: *Making the Connection with Contributing Factors*

## Diversion



### Information Dissemination

- Social norms and attitudes
- Focus on perceived risk
- Promote penalties for Rx drug diversion

### Policies & Practices

- Zoning (pill mills)
- Formalized reporting policies across county and agencies
- Drug court programs

### Community-based Processes\*\*

- Work with NADDI (encourage local law enforcement)
- Local prosecutor



# Strategy Selection: Ensuring Best Fit

## Demonstrate Conceptual Fit

Identify types of interventions that

- address a community's salient risk and protective factors and contributing conditions
- target opportunities for intervention in multiple life domains
- drive positive outcomes in one or more substance abuse problems, consumption patterns, or consequences

Relevant?

## Demonstrate Practical Fit

Select specific programs, practices and policies that

- are feasible given a community's resources, capacities, and readiness to act
- add to/reinforce other strategies in the community-synergistic vs duplicative or stand-alone efforts

Appropriate?

## Demonstrate Evidence of Effectiveness

AND

- are adequately supported by theory, empirical data, and the consensus judgment of informed experts and community prevention leaders

Effective?

Best fit prevention interventions to include in comprehensive community plan

# Community Profile

*Examples from Indiana communities and take-away comments.*

## Partnerships for Success (PFS)

- A federal grant that was awarded to the State of Indiana for the **prevention** of prescription drug abuse and underage drinking.
- Ten (10) counties were selected based on the prevalence and severity of these two problems (data driven decision).
- Target Populations:
  - Rx Drugs - reduce prescription drug misuse among persons aged 12-25 in areas hardest hit by this growing epidemic
  - Underage Drinking - address alcohol use among persons aged 12 -20

# DMHA FUNDED PFS COMMUNITIES

		FOCUS	
	County	Alcohol	Rx Drugs
1	Cass	✓	
2	Clark	✓	
3	Floyd		✓
4	Knox		✓
5	Lake	✓	✓
6	Madison		✓
7	Marion	✓	
8	Porter	✓	✓
9	Scott		✓
10	Vanderburgh	✓	✓

## Selecting Community Strategies

- Using available data, communities prioritized the contributing factors to select appropriate strategies (those with the best fit).
- DMHA funded communities are now asked to select Evidence – Based policies, practices and programs from the Indiana's Evidence Based Practice Guide  
([http://www.in.gov/fssa/dmha/files/Indianas\\_Evidence\\_Based\\_Practice\\_Guide\\_Feb\\_16.pdf](http://www.in.gov/fssa/dmha/files/Indianas_Evidence_Based_Practice_Guide_Feb_16.pdf))

# Implementation of Rx Drug Prevention Initiatives

## ***All Stars*** which has two goals:

- Prevent harmful behaviors among adolescents
- Help adolescents build bright futures

## Increase Use of ***INSPECT (Indiana's Prescription Drug Monitoring Program)***:

- Decrease availability / doctor shopping

## ***Life Skills Training***:

- A school-based program that aims to prevent alcohol, tobacco, and marijuana use and violence by targeting the major social and psychological factors that promote the initiation of substance use and other risky behaviors.

# Implementation of Rx Drug Prevention Initiatives

## ***Parent's Café:***

- Parent Cafés engage parents in meaningful conversations about what matters most – their family and how to strengthen that family by building protective factors. Parent Cafés are focused on building the 5 research based protective factors that mitigate the negative impacts of childhood trauma.

## ***Project Towards No Drug Use:***

- Project Towards No Drug Abuse (Project TND) is a drug use prevention program for high school youth. The curriculum is designed to help students develop self-control and communication skills, acquire resources that help them resist drug use, improve decision-making strategies, and develop the motivation to not use drugs.

# Implementation of Rx Drug Prevention Initiatives

## ***Rx Drug Lock Boxes / Rx Drug Take Back Events:***

- Often done in conjunction with the Local Law Enforcement and the DEA's office, communities participate in Take Back Events where community members are encouraged to safely dispose of unused or expired medications. Rx Drug Lock Boxes are distributed to families that have Rx drugs in the home to encourage them to keep them locked from children and possible diversion.

## ***Strengthening Families (SFP):***

- SFP is an evidence-based family skills training program found to significantly improve parenting skills and family relationships, reduce problem behaviors, delinquency and alcohol and drug abuse in children and to improve social competencies and school performance. Child maltreatment also decreases as parents strengthen bonds with their children and learn more effective parenting skills.



## Implementation of Rx Drug Prevention Initiatives

### ***Rx Drug Misuse & Abuse Social Media Campaign / "What's Your Side Effect?":***

- WYSE is a positive social norms media campaign designed to address the problem of Rx drug misuse

[What's Your Side Effect?](#)





# IPRC

Indiana Prevention  
Resource Center

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## Thank You!

For more information, please contact the  
Indiana Prevention Resource Center:

**[www.iprc.iu.edu](http://www.iprc.iu.edu)**

# PFS FUNDED RESOURCES

- Indiana Coalition to Reduce Underage Drinking (ICRUD)
  - *For communities focusing on alcohol, one-on-one consultation services can be requested. Also, training covering educational and advocacy activities, best practices in alcohol policy, etc.*
- Indiana Professional Licensing Agency (IPLA)
  - *For communities focusing on Rx drugs, this is the agency that oversees Indiana's PDMP (Prescription Drug Monitoring Program); INSPECT.*

# PFS FUNDED RESOURCES

- IU Center for Health Policy (CHP)
  - *The Center for Health Policy, in tandem with the State Epidemiology and Outcomes Workgroup (SEOW), will work to expand the data collection efforts for key populations; specifically community-level data for young people between the ages of 18 and 25. CHP will provide one-on-one consultation for each community.*
- Indiana Prevention Resource Center (IPRC)
  - *The IPRC will provide communities with Evaluation Services, Training, and consultation with the "What's Your Side Effect?" (WYSE) social media campaign*

# References

- SAMHSA Substance Abuse Media Campaigns

<http://www.samhsa.gov/capt/tools-learning-resources/prevention-media-campaigns>

- Bitter Pill campaign

<http://www.in.gov/bitterpill/>

- What's Your Side Effect campaign

<http://whatsyoursideeffect.org/>

- Indiana Youth Survey

<http://inys.indiana.edu/survey-results>

- Indiana College Use Survey

<http://drugs.indiana.edu/indiana-college-survey/substance-use-survey>

- Indiana State Epidemiological Profile

<https://www.healthpolicy.iupui.edu/PubsPDFs/2015%20State%20Epidemiological%20Profile.pdf>

# References

- **Find Youth Info** [www.findyouthinfo.gov](http://www.findyouthinfo.gov)
- **Comparison Matrix for Science-Based Prevention Programs** [CSAP Matrix. Science-based Prevention Programs.pdf](#)
- **National Registry of Evidence Based Programs, Policies, and Practices (NREPP)** <http://www.nrepp.samhsa.gov/>
- **Communities That Care Tested, Effective Programs** <http://www.sdrg.org/ctcresource/Prevention%20Strategies%20Guide/testedprograms.pdf>
- **Blueprints** <http://www.colorado.edu/cspv/blueprints/>,